

**Minutes of the
Tobacco Education and Research Oversight Committee (TEROC)**

Meeting on September 12, 2006
Sheraton Gateway Los Angeles
6101 West Century Boulevard
Los Angeles, California

MEMBERS PRESENT:

Stella Aguinaga Bialous, Bruce Allen, Theresa Boschert, Gregory Franklin, Alan Henderson, Susanne Hildebrand-Zanki, Kirk Kleinschmidt, Dorothy Rice, Deborah Sanchez, and Peggy Uyeda

MEMBERS ABSENT:

Ron Arias, Lourdes Baézconde-Garbanati, and Rod Lew

OTHERS IN ATTENDANCE:

Thida Ayem, Los Angeles County Tobacco Control and Prevention Program
Rosa Barahona, Hispanic/Latino Tobacco Education Partnership
Betty Barnes, Glendale Unified School District
Clifford Cohen, Animaction
Sandra Espadas, Day One, Inc.
Larry Gruder, Tobacco Related Disease Research Program, University of California (UC)
Carlene Henriques, Sacramento Local Lead Agency
Miki Hong, UC, San Francisco Center for Tobacco Control Research and Education
Carey January, Girls Club of Los Angeles
Paul Knepprath, Vice-President of Governmental Relations, American Lung Association of California
Neal Kohatsu, Chief, Cancer Control Branch, California Department of Health Services (CDHS)
John Lagomarsino, Safe and Healthy Kids Program Office (SHKPO), California Department of Education (CDE)
Donna Newton, In the Zone Tobacco Free Project
Greg Oliva, Chief, Strategic Planning and Policy Unit, Tobacco Control Section (TCS), CDHS
Jay Orpezia, Los Angeles County Office of Education
Marlene Rivas, Ramona Elementary School
April Roeseler, Chief, Local Programs and Evaluation, TCS, CDHS
Meredith Rolfe, SHKPO, CDE
Robin Shimizu, Assistant Chief, TCS, CDHS
Kevin Soulé, Alhambra Unified School District
Colleen Stevens, Chief, Media Unit, TCS, CDHS
Donna Sze, Los Angeles County Tobacco Control and Prevention Program
Dozens of students from schools within the Glendale and Alhambra Unified School Districts

1. WELCOME, INTRODUCTIONS, AND OPENING COMMENTS

Tobacco Education and Research Oversight Committee (TEROC) Chairperson Kirk Kleinschmidt called the meeting to order at 10:35 a.m. Each of the Committee members introduced themselves. Members of the audience also introduced themselves and identified

their affiliations. The Chairperson acknowledged that the Tobacco Control Section (TCS) had provided members with the CD-ROM of presentations that took place during their May 2006 Secondhand Smoke (SHS) Conference. Members were also provided with a registration brochure for the TCS Priority Populations and Coalitions Conference which will take place October 3-5, 2006, in Marina del Rey. Greg Oliva acknowledged that Kathony Jerauld, the TCS staff person to TEROC for nearly four years, has taken a promotion within the California Department of Health Services (CDHS) and will be leaving TCS shortly. She could not attend the meeting because of the need to complete priority assignments. He stated that she had made a significant contribution to TCS and that she did a great job in staffing TEROC, in particular with the latest Master Plan (MP). Her position will be filled, but not likely prior to the November 14 meeting. The Chairperson expressed his gratitude for Ms. Jerauld's work and asked that a letter be written to thank her.

2. APPROVAL OF MINUTES, REVIEW OF CORRESPONDENCE, AND ANNOUNCEMENTS

The minutes of the May 23, 2006, TEROC meeting were unanimously approved with no changes. The Chairperson discussed the incoming and outgoing correspondence found in member packets. He highlighted the thank you letter from Americans for Nonsmokers' Rights for the memorial in Jon Lloyd's name. He also acknowledged a request for a letter of support from the Campaign for Academic Integrity. The Campaign encourages the University of California (UC) to adopt a policy that prohibits the acceptance of tobacco company funds. TEROC had previously endorsed the policy and wrote a letter of support to the UC Academic Senate. The Chairperson asked if there was any discussion or thoughts on TEROC sending a letter of support to the UC Regents in advance of their meeting next week. It was unanimously decided that TEROC would send a letter of support for the Campaign.

3. ENVIRONMENTAL DEVELOPMENTS

The Chairperson and others commented on some recent environmental developments.

- The United States Department of Justice lawsuit, which began during the Clinton Administration, reached a finding. Judge Kessler ruled that the industry was guilty of racketeering and conspiring to hide the dangers of tobacco and smoking. Monetary penalties were not allowed based on previous rulings, but other remedies were allowed, which included the prohibiting of brand descriptors from being used (e.g., Lights). There are other corrective actions. Stella Aguinaga Bialous stated that they are also required to make public acknowledgement that they did conspire.
- The Massachusetts Health Department conducted a study showing that nicotine levels in cigarettes increased over the past ten years.
- Forty-one Attorney General sent a letter to movie studios asking them to stop portraying smoking in movies. Turner Broadcasting will be taking smoking out of its older cartoons.

4. SCHOOL TOBACCO USE PREVENTION

TEROC member Peggy Uyeda introduced two exemplary southern California school districts -- Betty Barnes from the Glendale Unified School District and Kevin Soulé from the Alhambra Unified School District.

Glendale

Ms. Barnes thanked TEROC for the opportunity to share information about the Glendale Unified School District efforts. She stated that there is a strong research base for the programs that they implement and they have found that students are the best messengers to reach other students. Ms. Barnes introduced Nick Lee, a student. Mr. Lee stated it was an honor to present the Clark Magnet High School (HS) Kids Against Tobacco Smoking (KATS) program. KATS visits schools and brings exhibits to teach younger kids about the dangers of tobacco smoke. KATS' mission is to educate others about the dangers of tobacco use using exciting and innovative teaching methods. KATS has traveled to Roosevelt and Toll Middle Schools to teach those students. Their program creates Public Service Announcements (PSAs) that utilize animation. Students at the middle schools draw their own PSAs, and the students from KATS help them. They teach them how to use PowerPoint and Photoshop. KATS members are passionate students who love what they do. They teach the middle schoolers about nicotine, cancer, health effects of smoking, and share their knowledge with others. KATS are mentors, and middle schoolers are comfortable talking to KATS members. Most importantly KATS members are friends.

A Clark Magnet HS teacher (Judy) then shared more about the program. She is a health teacher and the Tobacco Use Prevention Education (TUPE) Coordinator. KATS is an advocacy group that outreaches to schools. They use educational instruction through various media that makes them receptive to the middle school students. They reach the high school youth by going to health classes. They reach community through the Clark Health Expo where approximately 500 people attend. They also participated in the California Youth Summit.

Marje Billings works with the middle school programs. She works with "Analyze Beware Create Disseminate" (ABCD), a project started four years ago. The students learn about analyzing media messages to be aware of what the tobacco industry is conveying. They partner with Animaction and students used what they learned to develop their own PSAs. They also developed a marketing campaign for their own ideas and have marketed their own campaigns. They also partner with the American Cancer Society who provides them with materials and helps their camp activities as well.

Kevin is a student at Roosevelt Middle School. He described their camp. They learn about how tobacco can affect their lives. Learning how to develop the Animation was hard and frustrating – it is hard to think of ideas to make the animations. After they learned about the affects of tobacco and animations, they made key chains and buttons to spread the message.

Meri is a student at Roosevelt Middle School. She showed members the PSAs that they developed. One was called "Hypnotize" and is used to teach others about how the tobacco industry lies in their ads. They used a "Viceroy" Ad as their model to show how it was not truthful. The tobacco industry also sponsors car races to get their brand messages out. They spend billions on ads. "Hypnotize" shows youth at a movie who see a star smoking and then a superhero tells them the truth about smoking.

Martin is a student at Roosevelt Middle School. Before he attended the camp, he had no clue about the tobacco industry, but he now knows about them and about tobacco.

The Toll Middle School program looks at product ingredients, globalization of tobacco, and exposure to SHS. They showed an example of their animation work ("Smoking is a death

trap"). Glendale is a diverse community; 75 percent of students are English as a Second Language. Languages spoken in the community include Armenian, Korean, and Spanish. Students are an untapped resource because they speak those languages and can communicate with both adults and other youth. The program is using technology and creativity and it is crossing the digital divide. The students were coached with their presentations, but they wrote all of their own words.

TEROC members asked the following questions

- When does camp take place? Camps are either one full day or an afternoon and the students learn about animation to make their PSAs. Parental permission is required. Some camps are overnight to build more bonding between the students.
- Has there been any effort to get these ads on television (TV)? They are working with Animaction, the organization who helps them develop the PSAs, to broadcast on local cable. They would like to develop partnerships with advertising agencies and get a wider distribution.
- Do you see more of your peers smoking? A few students do, but most students learn not to smoke. They give surveys to assess smoking in their schools.
- What happens to students who smoke? There are cessation programs at the high schools. One student acknowledges that smokers get expelled. They work with programs like KATS to help students to quit. They also use the "I Decide" program and have tried to assess its success. They want to make sure that kids have access to resources if they need and want them. If they are habitual, they can be expelled, but the idea is to prevent repeat offenses.

TEROC members thanked the Glendale teachers and students for their presentation.

Alhambra

Kevin Soulé from the Alhambra Unified School District introduced the students from Ramona Elementary School. He turned the presentation over to Marlene Rivas, their teacher who then immediately turned it over to the students. They stood around the room with tombstones that represented deaths from tobacco use. Several students discussed what they learned in their program. Ricardo stated that they were trying to increase tobacco awareness at their school. Ramon went to the Los Angeles County Office of Education Youth Summit. All local schools get together there to share their ideas. They participated in a mock trial with a case against the tobacco industry where the students role-played the judge, the jury, and the tobacco industry. They learned how the tobacco industry targets youth. They came up with ideas on how to prevent tobacco use at their own school. During TUPE week they were asked to create pamphlets that provided tobacco use prevention education and the best were copied and distributed. That is where they also made the tombstones that they had brought with them today. They also learned how to conduct research. They created skits, drew pictures, created trivia games, and hosted an information booth during TUPE week. They also created "Death" cards that are playing cards that contain facts about tobacco and the health impacts. At their Second Youth Summit, they talked about leadership and learned about short and long term consequences of tobacco use. They believe the future lies in student's hands and that they can make a difference. The students provided special thanks to Kevin Soulé and Peggy Uyeda.

TEROC members asked the following questions:

- Are you a special group that gets together after school or does the work take place in one particular class? There are three classes in the High school and the rest are at the middle schools.
- How did you get tombstone information? They collected it from newspapers.

Bruce Allen expressed his interest in the kids staying together and he would like Kevin Soulé to tell him if they start smoking. Dr. Allen's son is a student at Alhambra High School. He would like kids to not smoke, keep their grades up, and go to college.

Kevin Soulé stated that the message on tobacco education is being felt beyond a variety of media from elementary, middle, and HSs. Mr. Soulé is the new TUPE coordinator. He wants to bring back Friday Night Live (FNL) clubs to all high school campuses. Also, Alhambra is partnering with the University of Southern California-Keck School of Medicine, and their students will serve as tutors and work with the FNL clubs.

TEROC members thanked the Alhambra teachers and students for their presentation.

5. COMPREHENSIVE LOCAL TOBACCO POLICY

Robert Berger (President of Healthier Solutions) presented on the efforts taking place in Santa Monica to achieve a comprehensive SHS exposure policy. A question that repeatedly comes up for local tobacco control efforts is how do you maintain momentum and keep movement going to create more smoke-free environments. In Santa Monica, parks went smoke-free in 2003. In 2004, beaches went smoke-free. On October 10, 2006, the City of Santa Monica will vote to create smoke-free patio dining, a smoke-free 3rd Street Promenade, a smoke-free 20 foot perimeter around all doorways, smoke-free farmers markets, and smoke-free ATM and service lines. The opposition is mobilizing late but strongly.

Mr. Berger identified the potential barriers of local policy:

- Competing issues. The City Council has many issues and they might not wish to address tobacco every year.
- Complacency. The perception may be that we already have smoke-free parks and beaches and that is enough.
- The local political climate. There is an upcoming election in Santa Monica and some candidates might feel that these policies are bad for business.
- Council turnover.

He also identified some of the opportunities:

- Impact of the state, national and global tobacco control movement. Santa Monica wants to be a leader, but not on the "fringe".
- Timing. Some advocates think they can get an issue before a council, and that is good enough. However, you might not want to push it if you lose and then set your efforts back.
- Capitalize on science. The California Air Resources Board report and the Surgeon General's Report on SHS have been a huge help.

- Keep the issue in the public eye. Mr. Berger showed TV news stories that help keep their issue in the public eye.
- Nurture relationships with elected officials and their staff so that you are the go to person on tobacco issues.
- Coordinate with advocates working on other priorities. Smoke-free housing is an issue also being addressed in Santa Monica and there needs to be strategic coordination between these two efforts otherwise they may both fail. As with Calabasas, they first went after a comprehensive outdoor SHS policy and are now pursuing smoke-free multi-unit housing.
- Sustain key collaborations both locally and nationally. Other states can offer information on how they have been successful. Regional alliances make a difference because you can exchange information, share reports and intelligence, generate more media interest and consistency of message, and effectively mobilize support.
- Utilize Media Advocacy. The effort has utilized local press to help position the issue of smoke-free dining and a few stories have run that have helped gain support for it. While these stories inform your supporters, they also inform the opposition. FORCES International and the Smokers Club are motivated opposition in Santa Monica.

Some of the business community does not support smoke-free dining even with data that shows that these policies work. They pressure the city council to change their votes. There are no “givens” and you have to stay on your toes. The first reading of the ordinance is on October 10. The hearing can be viewed on the City of Santa Monica website.

TEROC member questions included the following:

- Are the voluntary restaurants staying with the program? The restaurant we launched the event at is a health food restaurant, but one of the owners does not support a “mandatory” policy, and therefore, they are no longer on our team. They were passionate, but also, there is the California Restaurant Association and the local Merchant Association who put pressure on them. Most employees embrace the policy because they do not want to be exposed to SHS.
- Does the Governor still own a restaurant in Santa Monica? Yes, “Shatzi” is on Main Street. They have a Cigar night on Monday’s and allow smoking on outdoor patios.
- How does the public react to smoke-free dining? What do smokers say? Surveys show that non-smokers have a strong preference. Zagat rates restaurants all over the world and Zagat himself has actually testified on behalf of smoke-free restaurants. This would translate to more business, especially for a place like Santa Monica.
- I am impressed with the Mr. Butts bumper sticker at Santa Monica beaches. How did you deal with enforcement? If we hone too much on enforcement, lifeguards will not be able to save swimmers. We worked with the city and contacted Garry Trudeau to utilize his character Mr. Butts. He was open to using Mr. Butts and it was placed on 600 trash cans. We have even created a Spanish version. You will hopefully be seeing Mr. Butts statewide.
- What is the tobacco industry reaction? Locally, they don’t get involved. They focus more on state policies.

6. LEGISLATION AND TOBACCO TAX INITIATIVE UPDATE

The Chairperson introduced Paul Kneprath from the American Lung Association of California (ALAC) to provide an update on legislation and the tobacco tax initiative.

Legislation

Mr. Kneprath stated that we had just concluded the second year of two-year session (ended August 31). The ALAC Center for Tobacco Policy and Organizing has put together a legislative update (handout). The final report will feature the Governor's action on the enrolled bills. Mr. Kneprath provided the following update on bills:

- Assembly Bill (AB) 379 (Koretz) was amended late in the legislative session. This bill would prohibit smoking in cars where a child under the age of six was present (in a safety restraint seat). There were only two days left in the session after it passed the Senate. It passed out of Assembly Health Committee but could not get enough support on the Assembly Floor. It is a tough issue. Activists believe strongly in this policy as does the ALAC. But some legislators still have questions on this issue, namely that it is "nanny" government. Part of the concerns are fueled by the tobacco industry, but legitimate friends of tobacco control also have concerns.
- Senate Bill (SB) 1141 (Committee on Budget and Fiscal Review) was another late bill. It extends the payments to the securitized Master Settlement Agreement up to about 2030 (was previously about 2022) in order to obtain more cash. It was a late breaking deal to help pay off the education commitment that the governor had made with teachers (\$2 billion). This would provide a \$900 million portion.
- SB 1208 (Ortiz) would prohibit the sale of cigarettes over the Internet. The Chairperson stated that TEROC has gone on record in supporting this bill. TEROC decided to send another letter of support to the Governor.
- AB 1749 (Horton) amends the existing tobacco retail licensing law, by increasing fines, licensing smokeless tobacco manufacturers, and eliminating the sunset provision. Dr. Aguinaga Bialous asked if a manufacturer makes both cigarettes and smokeless tobacco, do they need both licenses. Mr. Kneprath did not know.

Proposition (Prop) 86

Mr. Kneprath provided a comprehensive campaign packet for TEROC members, including an endorsement list. The campaign is picking up new endorsements each day, but has a tough fight ahead. The tobacco industry has already spent \$40 million and may spend another \$40 million before the election. The tobacco industry ads are designed to attack the base of support, by stating that the Initiative does not go far enough in providing resources for tobacco control programs. The Yes on 86 campaign has released an ad in the Sacramento market recently. However, the campaign will not run many ads until right before the election to draw a distinction between the supporters and opponents; the American Heart Association, American Cancer Society and American Lung Association support Prop 86 and Philip Morris and R.J. Reynolds oppose it. The Chairperson asked a question on behalf of TEROC member Lourdes Baézconde-Garbanati who was not in attendance. Why have there been no advertisements countering the No on 86 campaign? Mr. Kneprath stated that Yes on 86 is considerably underfunded compared to the No on 86 campaign. The No campaign has resources for paid advertising, retail signs, bar signs, etc. The Yes on 86 campaign does not have those kind of resources. However, the Yes on 86 campaign is spending lots of time talking to editorial boards to get out its main messages and refute the opponent's points. The Yes on 86 campaign is also picking up endorsements daily, and is targeting Chambers' of Commerce. It recently gained the support of the San Diego, Los Angeles, and Silicon Valley Chambers, who believe that Prop 86 will improve the economy and quality of life. Mr. Kneprath acknowledged that the independent analysis conducted by CDHS/TCS has been a huge help for the Yes on 86 campaign. Prop 86 will

prevent 700,000 kids from smoking, 300,000 premature deaths, and result in 500,000 less smokers. The Yes on 86 campaign is spreading the analysis far and wide. It is a very credible source of information.

Alan Henderson asked that since the Tobacco Related Disease Research Program (TRDRP) Scientific Advisory Committee supports Prop 86, why not TEROC? A motion was taken to support Prop 86. Dr. Henderson introduced the motion, which was seconded by Theresa Boschert. The Chairperson asked for discussion. He acknowledged that he had taken the day off from his job and was not representing his organization in making his vote. Mr. Kneprath said that Prop 86 addressed an objective in the MP. Ms. Boschert asked if Prop 86 passes, will TEROC oversee the funding. Mr. Kneprath stated that technically speaking, these will be new funds and there is no known role for TEROC in overseeing funds. TCS will have to submit an annual report, which has no direct relationship with TEROC. That does not stop TEROC from playing a role in the new funds. It played a role in the distribution of Master Settlement Agreement funds, yet had no legislative oversight. A vote was taken and there was unanimous support of Prop 86.

Larry Gruder stated that the Lung Cancer Alliance (LCA) is considering campaigning against Prop 86 unless a minimum of one percent of the tax revenues are appropriated for lung cancer research. Dr. Gruder quoted an excerpt from their position, "We have to stop thinking about tobacco cessation as being the only cure..." Dr. Gruder stated that TEROC should communicate with them about their position. He stated that this sort of opposition almost seems created by the tobacco industry. Dr. Aguinaga Bialous agreed. Mr. Kneprath stated that if anyone has an ability to communicate with them, then they should. ALAC has communicated with them beginning in January 2006 and has discussed the benefits of lung cancer research with them that would be funded by Prop 86. They are singularly focused on early detection and research. The one percent figure came up in March 2006 after the Initiative was already in the signature collecting phase. Colleen Stevens stated that in some ways, the LCA does not like working in California because we are a strong anti-smoking state. They want more sympathy to lung cancer and not the stigma because lung cancer is caused by smoking. But California has spent more money on lung cancer research than anywhere else in the world. Susanne Hildebrand-Zanki stated that TRDRP can probably play a role in contacting the LCA.

7. CALIFORNIA DEPARTMENT OF HEALTH SERVICES REPORT

Neal Kohatsu provided the TCS report. Dr. Kohatsu is the new Chief of the Cancer Control Branch. The areas discussed included:

- TCS is currently in the process of obtaining approvals for its data reports. The Chairperson asked if there were any news on the status of the approvals.
 - Dr. Kohatsu stated that for the youth prevalence data, youth purchase survey results, and adult race/ethnic data, we would like them approved sooner rather than later. Some of the numbers went in the right direction and some went in the wrong direction. Press releases have been drafted to accompany the data. Dr. Hildebrand-Zanki asked if the data would be released before or after the election. Dr. Kohatsu stated that we would prefer it to be released sooner rather than later. The Chairperson asked if the race/ethnic data was different than the special population surveys. April Roeseler stated that it was from the 2005 California Tobacco Survey (CTS).
 - The California Student Tobacco Survey is in the process of being approved.

- The CTS is currently being reviewed by TCS staff and should be released in 2007, but not likely before February.
- The ALAC Center for Tobacco Policy and Organizing held its Second “District Days”. The “District Days” are designed for local tobacco control program staff and coalition members to meet with their legislators in district offices. Two technical assistance calls were provided to the field to help them prepare for the visits. Fifty-five appointments were scheduled last year; approximately the same number have been scheduled this year. One-third of the legislature is turning over, so visits have been arranged with legislators staying on board, but the visits will also focus on termed out legislators because it is always important to meet with their staff who will find jobs with new legislators. The Chairperson stated this is a wonderful event and it should be continued.
- TCS will conduct a two-day “Communities of Excellence” training beginning tomorrow in Anaheim. This is an important event for the Local Lead Agencies (LLAs) who will learn about the needs assessments they will need to conduct for their 2007-2010 plans.
- Greg Oliva described the TCS planning for the potential Prop 86 funding. TCS has created internal workgroups to determine how it should spend up to \$172 million in new funding, and has focused on the line item areas that exist in Prop 86 – LLAs, Competitive Grants, Media, and Evaluation, with new areas funded by Prop 86 including Cessation and Enforcement. TCS is also determining how much staffing and equipment it would need to expand the program, the Information Technology needs of the program, and how to maintain and improve Contract Administration with such an expansion. It will ask its funded projects for input at the Priority Populations and Coalitions Conference that will take place in early October and it will also create and distribute a “Survey Monkey” to ask for input from its funded contractors. Ms. Roeseler stated that for cessation, we are currently conducting a needs assessment and gathering information. When we have collected all of our information, we will then develop a plan. Dr. Aguinaga Bialous asked if we could use unpublished data to help formulate our plans. Ms. Roeseler responded yes. Mr. Oliva stated that each group is conducting similar planning. Dr. Hildebrand-Zanki asked if TCS was expected to spend the money quickly. Robin Shimizu stated that each pot is its own subaccount. If the money is not spent during a fiscal year, than it remains in that subaccount. However, we are not sure yet how that will work. Dr. Hildebrand-Zanki added that the ability to not have to spend out too much money should be avoided and that we should not squirrel away money, but instead establish good spending practices. Dr. Allen stated that there were six different areas we were focusing on, including cessation and enforcement. Are their specific appropriations for each of the areas we had teams established for. Mr. Oliva stated no, that there was not specified funding in the Prop 86 for Information Technology.
- Dr. Kohatsu stated that he attended a meeting that TCS held with the American Indian Tobacco Education Program, its parent agency (the California Rural Indian Health Board) and several of its Advisory Committee members. Dr. Kohatsu stated that it was a very useful meeting where the participants gained an enhanced understanding of Native American culture and the TCS corporate culture. In particular, Dr. Kohatsu and TCS learned additional information about the cultural context of tobacco use among Native American peoples and the legal and social dynamics related to sovereignty. It was an important meeting. Mr. Kleinschmidt asked if Deborah Sanchez was at meeting and Dr. Kohatsu stated yes.
- TCS will be holding the Priority Populations and Coalitions Conference October 3-5 in Marina del Rey. The Chairperson stated that this conference would be ripe for media coverage with the new race/ethnic data. Ms. Stevens stated that one of the things TCS was hoping for was to have a Press Conference regarding the new data and ads. The

Chairperson asked what would happen if the data and ads were not approved by that time? Ms. Stevens said she had met with senior people in the Administration to ensure that it would happen in time. The Chairperson asked if LGBT data were included. Ms. Stevens stated no.

- Ms. Stevens presented on the status of the TCS Media Campaign. The process fell behind in Spring 2006 as we had planned to be in production at that time. We did not receive direction to make ads until early June, for both general market and ethnic ads. The entire summer was spent making ads. Ms. Stevens showed rough cuts of the new TV ads, which included:
 - “Icons” (Countering Pro-tobacco Influences – English)
 - “Caution Tape” (SHS – English)
 - “Programmed” (Countering Pro-tobacco influences/cessation – English)
 - “I Know, I Know” (Cessation – English)
 - “Apartment” (SHS – Spanish)
 - “Day of the Dead” (Cessation – Spanish)
 - “It’s Me” (SHS – Asian)
 - “Temptation” (Cessation – Asian)

Some TV ads are still in production. Many will have companion radio ads and some will have companion print ads. The Chairperson asked when they will air. Ms. Stevens stated that the plan is to release them after the election because purchasing media is very expensive before an election. We will be on the air for the next three weeks with general market ads, including “Training” (cessation) and “Target Marketing” (countering pro-tobacco influences). The Chairperson asked what the take home message is on the smoking in housing ads. Ms. Stevens stated they are designed to create awareness about the problem of drifting smoke and to help support smoke-free voluntary policies in multi-unit housing. Ms. Stevens stated it was only produced in Spanish and in Asian languages to be supportive of these communities’ speaking out against exposure to SHS, especially in bars. Dr. Allen warned that the ad with the yellow tape around the apartment could be interpreted as a crime scene.

- Dr. Kohatsu continued. The SHS Workgroup will break into multiple areas:
 - Smoke-free Multi-unit Housing
 - Smoke-free Indian Gaming
 - SHS in other environments (indoor exemptions under AB 13, outdoor environments, etc.)

The Chairperson stated that CDHS Director Sandra Shewry attended the May 2006 TEROC meeting and discussed the CDHS reorganization. He asked TCS staff how their organization chart would be affected. Dr. Kohatsu stated that if Prop 86 passes, because of the increased workload, there may be some changes to the staffing structure across the Department. Greg Franklin stated that the reorganization is just the splitting of the existing Department into two separate Departments. For the most part you will not see the impact of the reorganization at the program level. A certain number of positions will be needed to address new functions, which is just part of a normal business practice. The Chairperson stated that it will be interesting to look at TCS staffing on an historic basis (perhaps at the January 2007 meeting).

8. UNIVERSITY OF CALIFORNIA TOBACCO RELATED DISEASE RESEARCH PROGRAM REPORT

Larry Gruder provided the TRDRP report.

- He stated his report lists the new grants that were awarded in the current funding cycle. The new grants directly address objectives in the MP. Some of them even address multiple objectives (18). In addition to the grants, TRDRP awarded the Cornelius Hopper Diversity Awards. These funds are awarded to existing grantees so that the Principle Investigator's can train pre- and post-doctoral students who want to pursue careers in tobacco related disease research. There is more information in the Compendium which is available on the TRDRP website and TRDRP routinely sends copies to TEROC members. The Chairperson asked if Community-Academic Research Awards (CARA) and School-Academic Research Awards (SARA) grants were awarded. Dr. Gruder said one SARA grant was awarded. It is for an evaluation of the "I Decide" youth cessation program. There were not many CARA's. Under MP Objective 2, the second project listed is a CARA award (*"Prevalence and Correlates of African American Tobacco Use"* from San Diego State University and the California Black Health Network). Dr. Gruder stated that the pay line dropped from 27 percent last year to 18 percent this year. He stated that we are getting to a critical stage. Dropping that low discourages scientists from applying. They are working with their Scientific Advisory Committee (SAC) to discuss strategy if the pay line continues to drop. He stated that there were so many new applications this year because the National Institutes of Health has no money available for new grants. Dr. Aguinaga Bialous stated that only 18 of the 44 research grants were related to the MP. Can that be increased? Dr. Gruder stated that the fit between the research submitted might not be a perfect match with the MP. Also, part of the low number is the result of the peer review process. The program mandate is very broad, so scientists are motivated by the systems they work in. For instance, cardiovascular disease projects doubled this year. Cancer was also up dramatically this year. The Chairperson asked for a ballpark average of the funding per award. Dr. Gruder stated it was approximately \$450,000 for 3 years + 20 percent indirect costs. He stated if they had been appropriated the \$5 million from the Cancer Registry, they would have been able to fund about ten more grants. The additional appropriation they received in the current fiscal year (\$300,000) would not even fund one additional grant.
- Dr. Gruder discussed the planning underway at TRDRP in the event of Prop 86 passage. They are planning for both events – passage or a continual decline in funding. If Prop 86 does not pass, they cannot continue to plan for \$14 million a year. If Prop 86 passes, then there are plans for the SAC to meet after the election.
- Dr. Gruder stated that the search for a new Director is ongoing. Finding and interviewing Director's has been a problem ever since Dr. Hildebrand-Zanki left the Program. The Chairperson asked what TEROC could do to help? Dr. Gruder stated he would appreciate any leads or contacts. Some of the possible candidates have already taken other jobs while some were looking for more money or had other professional interests.

9. CALIFORNIA DEPARTMENT OF EDUCATION REPORT

Meredith Rolfe provided the California Department of Education (CDE) report.

- CDE is pulling together a Prop 86 workgroup to provide recommendations on what to do based on the receipt of the new funds.
- She has been told by Superintendent O'Connell that they can push their TUPE Task Force recommendations legislation this year. The Chairperson stated that TEROC will be inviting Superintendent O'Connell to the January 2007 meeting.
- Ms. Rolfe described the program monitoring that has taken place since the last meeting. (the second attachment of her handouts). The compliance seen in the reviews is as follows:
 - Community/parent involvement (Compliance – 48 out of 59). The issue is that school districts want to make those decisions themselves, but CDE is asking them to work with the community to put their plans together.
 - Governance and Administration. Districts must have a plan for Safe and Drug Free Schools (Compliance – 52 out of 59).
 - Tobacco-free campus policy (Compliance – 37 out of 59). Problem was not the presence of a policy, but that they did not communicate it to the schools and the community. Parents and community were not aware of the policies.

The Chairperson asked how these numbers compared to prior years. Ms. Rolfe stated that less reviews were completed than had been in previous years, but she was not aware offhand of the comparison. He also asked if there was a penalty for noncompliance. They are given a certain number of days to come into compliance. If they are not in compliance after that number of days, then they are given an extension. If they are still not in compliance after the extension, they can be defunded. Ms. Rolfe continued:

- Local Education Agency (LEA) submitted all required reports (Compliance – 59 out of 59).
- No supplanting of funds (Compliance – 58 out of 59).
- Using principles of effectiveness (Compliance – 41 out of 59). Districts are out of compliance if they are not using science-based curricula in tobacco use prevention.
- Cessation services for pregnant minors and minor parents (Compliance – 52 out of 59).
- Plans use the CDE guidelines and they have a TUPE science-based curricula in fourth-eighth grade (Compliance – 47 out of 59).

Questions from TEROC members included the following:

- Why were there fewer districts reviewed? Fewer districts were reviewed because the process was changed. This process is based on academic achievement. The first screening is to look at the 8,000 school sites and screen them for academic achievement. The ones that are doing excellent are screened out. Then they use the California Healthy Kids Survey data for those that are doing the worst job. They choose the fifth worst percentile. They also take a random sample from the “excellent” group.

- On Objective 5, there should be a statement about not accepting tobacco industry funds? We can do that with our grants; but entitlements are in law so that can only be done if we change legislation.
- Ms. Rolfe added that County Offices of Education have not received any additional funding since 1989. It is time for them to get additional funding as their job gets harder with a smaller amount of money. She would like to increase their funding, definitely if Prop 86 passes. CDE would receive just under \$30 million from Prop 86.
- Attachment I (chart) is used to address their achievements against the MP objectives.
- At the November 14, 2006, meeting, Greg Wolfe will serve as the CDE representative. Ms. Rolfe would also like to have Deborah Wood from the California Healthy Kids Resource Center discuss how the Resource Center helps select curricula for diverse populations. Ms. Wood will need 20 minutes.

10. PUBLIC QUESTIONS AND COMMENTS

There were no public questions or comments.

The meeting was adjourned at 2:58 p.m.